



WPTV

## ORDER

Print Date 08/21/12

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Flight Dates 08/10/12-08/14/12

Contract / Revision 307531 /

Original Date / Revision  
08/09/12 08/09/12

Advertiser Keeping Citizens First

Agency McLaughlin &amp; Associates

Buying Contact

919 Prince Street  
Alexandria, VA 22314

Product

Keeping Citizens First

Agency Com 15%

Billing Contact

566 South Route 303  
Blauvelt, NY 10913

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 365

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	10	\$10,200.00	\$12,000.00	0.00
Totals	10	\$10,200.00	\$12,000.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	10	\$10,200.00	\$12,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/10/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-----	:15/:15	1	\$2,500.00	P-2	0.00	BK	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/10/12	08/16/12	1-----		1		\$2,500.00		0.00					
N 2	WPTV	08/10/12	08/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:15/:15	2	\$650.00	P-2	0.00	BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/10/12	08/16/12	11-----		2		\$650.00		0.00					
N 3	WPTV	08/10/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:15/:15	2	\$600.00	P-2	0.00	BK	2	\$1,200.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **307531**    Flight Dates **08/10/12-08/14/12**

Hiatus Dates

Original Date / Revision    08/09/12/    08/09/12

Order Sep    00:20:00

Advertiser    **Keeping Citizens First**    Product **Keeping Citizens First**

Estimate #    **365**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/10/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:15/:15	2	\$600.00	P-2	0.00	BK	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/12	08/16/12	11-----					2	\$600.00		0.00			
N 4	WPTV	08/10/12	08/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-----	:15/:15	2	\$500.00	P-2	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/12	08/16/12	11-----					2	\$500.00		0.00			
N 5	WPTV	08/10/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:15/:15	2	\$2,000.00	P-2	0.00	BK	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/12	08/16/12	1---1--					2	\$2,000.00		0.00			
N 6	WPTV	08/10/12	08/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-----	:15/:15	1	\$2,000.00	P-2	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/12	08/16/12	1-----					1	\$2,000.00		0.00			
Totals														10	\$12,000.00